MONTHLY JOURNAL OF
THE MUSHROOM GROWERS'
ASSOCIATION

MGA
BULLETIN

JUNE, 1955 · NUMBER 66

CONTENTS

	Page
Editorial : Opportunity Knocks	621
Did you Know?	622
"Am I Writing out of Turn?" : M. D. Austin	623
PARIS in 1956	625
Can you Help?	625
I HAVE BEEN ASKED : Dr. R. L. Edwards	626
MRA Wound Up	628
What again! French A.G.M. and Banquet : Fred. C. Atkins ...	629
PUBLICITY : Guy Reed	632
Executive Committee Meeting	635
M. of A. Bulletin "34" (New Edition)—reviewed by Stanley Middlebrook	636
Fred Atkins Alphabet—S (concluded)...	638
Publicity Contributions	639
Calling American Growers	640

5/-

COMMONWEALTH MYCOLOGICAL INSTITUTE
20 JUN 1955

It pays members of the Farmers' Union to place ALL insurances with the

N.F.U. MUTUAL

NATIONAL FARMERS UNION
MUTUAL INSURANCE SOC. LTD.
Head Office : Stratford-on-Avon
General Manager: G. C. D. Lindsay, F.C.I.I.

Tib. 203

FUMITE
PURE LINDANE

Smoke Insecticide

Ideal for the control of mushroom fly, springtail, woodlice and common insect pests in mushroom houses. The FUMITE method is simple, labour-saving, non-tainting

FUMITE LINDANE is the 99·8/99·9% pure, odourless gamma isomer of Benzene Hexachloride (BHC). *Supplied in four pellet sizes*

SIZE 3. 3,000 cu. ft. per pellet **5/6** per tube of 4
SIZE 4. 9,000 cu. ft. per pellet **12/-** per tube of 4
(*Subject to Growers' Discounts*)

IT'S DEADLY EFFICIENT!

Obtainable from all Seedsmen & Sundriesmen

Brit. Pat. Nos. 621732 621894 and 651684 others pending

WAECO Ltd. (**FUMITE Division**)
120/2 Victoria St., London, S.W.1
'Phone : Tate Gallery 9626
Factory :—High Post, Salisbury, Wilts.

Attention all Mushroom Growers ! ! !

INCREASED CROPS at DECREASED COST

HOW ?

Simply by using—

LANGSTAFF'S FRESH LONG WHEAT STRAW STABLE MANURE

for your next compost

Our Prices are the lowest in the Trade
Delivered by Road or Rail anywhere

ARTHUR LANGSTAFF OF LEEDS
121 GELDERD ROAD, LEEDS, YORKS.
TELEPHONE LEEDS 25297

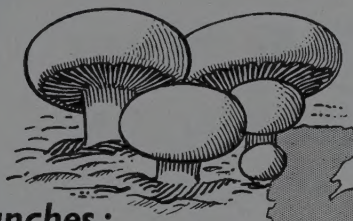
Orders or enquiries given immediate attention

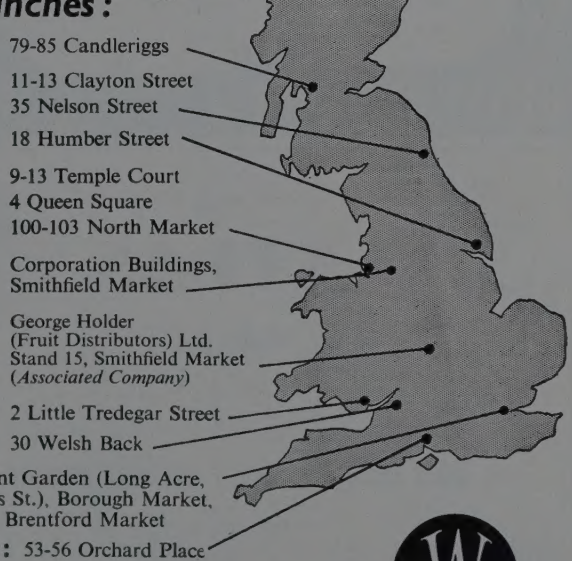
For a Countrywide Service

Market your MUSHROOMS through

Dan Wuille & Co. Ltd

ESTABLISHED OVER 50 YEARS





Branches:

Glasgow: 79-85 Candleriggs

Newcastle: 11-13 Clayton Street
35 Nelson Street

Hull: 18 Humber Street

Liverpool: 9-13 Temple Court
4 Queen Square
100-103 North Market

Manchester: Corporation Buildings,
Smithfield Market

Birmingham: George Holder
(Fruit Distributors) Ltd.
Stand 15, Smithfield Market
(*Associated Company*)

Cardiff: 2 Little Tredegar Street

Bristol: 30 Welsh Back

London: Covent Garden (Long Acre,
James St.), Borough Market,
Brentford Market

Southampton: 53-56 Orchard Place

DWC

HEAD OFFICE:

100/104 LONG ACRE, COVENT GARDEN, LONDON, W.C.2
Telephone: TEMple Bar 7952 (8 lines)
Telegrams: Wuille Rand London, Wuille-Liverpool etc.

for Quality and Service

The **ATLAS** BASKET

A BETTER BASKET at no extra cost

THE ATLAS BASKET COMPANY LIMITED
HARPENDEN HERTS.

Telephone : Harpenden 3121 Telegrams : "Atlas, Harpenden"

"THE PROOF OF THE ____ _____ _____ ____ ____ ____ ____ ____ ____"

HAVE YOU TRIED OUR LOWER PRICED ACTIVATORS YET?

THEY REPRESENT TODAY THE BEST VALUE THAT MONEY CAN BUY

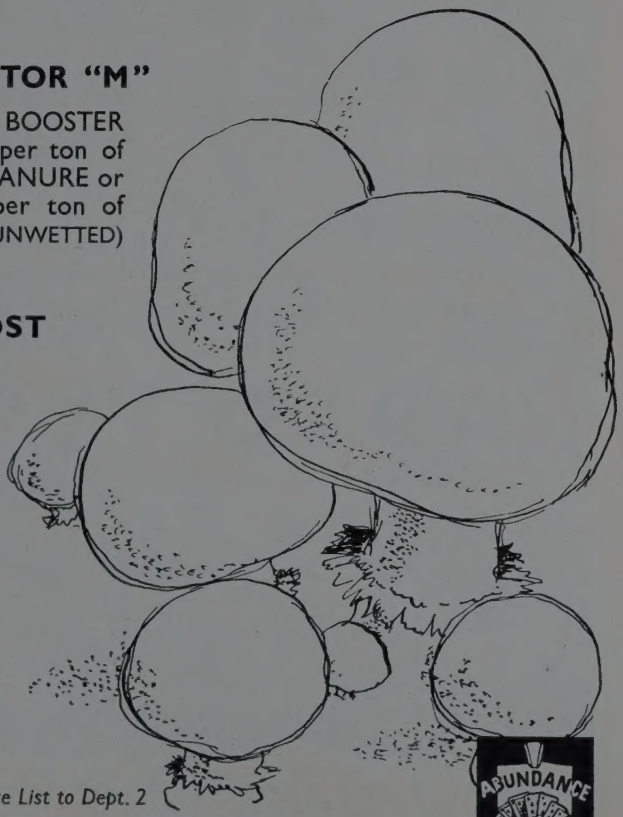
ACTIVATOR "M"

Our No. 1 BOOSTER 20/28 lbs. per ton of STABLE MANURE or 3½ cwts. per ton of STRAW (UNWETTED)

99·9 COMPOST MAKER

Our No. 2 BOOSTER 28/56 lbs. per ton of STABLE MANURE

BOTH CONTAINING TRACE ELEMENTS



Write for Price List to Dept. 2

BRADFORD FERTILIZER Co. Ltd.

GIRLINGTON, BRADFORD 8

MUSHROOM FLY ?

CONTROL IT WITH

MURPHY MALATHION '50'

FOR WET SPRAYING

The use of Murphy Malathion '50' as a wet spray on the structure of empty houses, at 3 to 4 fluid oz. per gallon, is in growing popularity for the control of Mushroom Fly. This treatment is effective for a period of from 10 to 20 days.

One gallon .. .. **£6 · 2 · 6**

THE MURPHY CHEMICAL COMPANY LIMITED

MURPHY MALATHION CONCENTRATE

for Atomizing

Growers who wish to try this atomizing concentrate for the control of Mushroom Fly should use 1 fluid oz. to 3,000 cu. feet and repeat as necessary.

1 gallon	**£4 · 12 · 0**
5 × 1 gallon	**£22 · 15 · 0**
10 × 1 gallon	**£45 · 5 · 0**
20 × 1 gallon	**£90 · 0 · 0**

WHEATHAMPSTEAD · HERTS. · TEL. WHEATHAMPSTEAD 2233

ADCO "M"

IMPROVES MANURE SUPPLIES

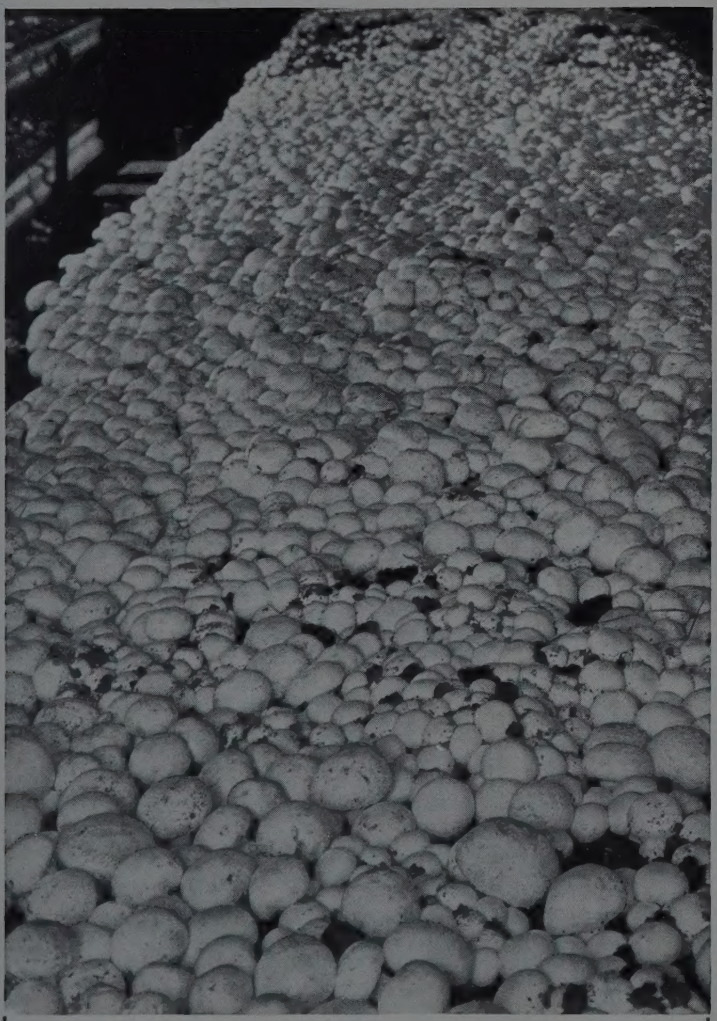
● AS A SYNTHETIC

When horse manure is not available, wheat straw treated with Adco "M" will provide a compost for mushroom growing. Using only 140 lbs. of Adco "M" per ton of chopped straw, Mr. A. Hawkins, Hillrow, Haddenham, Cambs., at his first attempt at Mushroom Cultivation, obtained a yield of 1½ lbs. of mushrooms per square foot of bed in ten weeks over an area of 1,100 square feet. The quality of the mushrooms was excellent.

● AS A SUPPLEMENT

Introduced early in the composting, Adco "M" speedily brings racing stable manure to the required condition, thus shortening the time needed for composting. Higher temperatures during fermentation are reached, uniformity of the compost attained and a more rapid spawn growth induced. The cost is no more than 10s. 0d. to 12s. 6d. per ton of manure, according to the quality of the manure.

Particulars & Prices from **ADCO LTD.** HARPENDEN, HERTS



"YOU CAN'T KEEP A GOOD SPAWN DOWN"

PINKERTON'S PROLIFIC

PURE CULTURE SPAWN

To **ALL MUSHROOM GROWERS**

HORSE MANURE

v.

SYNTHETICS

Why think of Synthetics when we can supply every Mushroom Grower in England with every ton of Horse Manure he requires all the year round

★ When any Grower can buy Synthetics at a low price there will be no profit left in Mushroom Growing

REMEMBER ! DIAMONDS ARE A HIGH PRICE BECAUSE THEY ARE RARE

★ Buy from the only organised firm of its kind in the country

D. C. BUSHELL & CO. (EASTERN) LTD.

Sandhurst Corn & Grist Mills, Camberley, Surrey

Telephone: YATELEY 2241

CHALK

M GRADE **HESSLE CLIFFSTONE**

vide Dr. R. L. Edwards article

"DOWN TO EARTH"

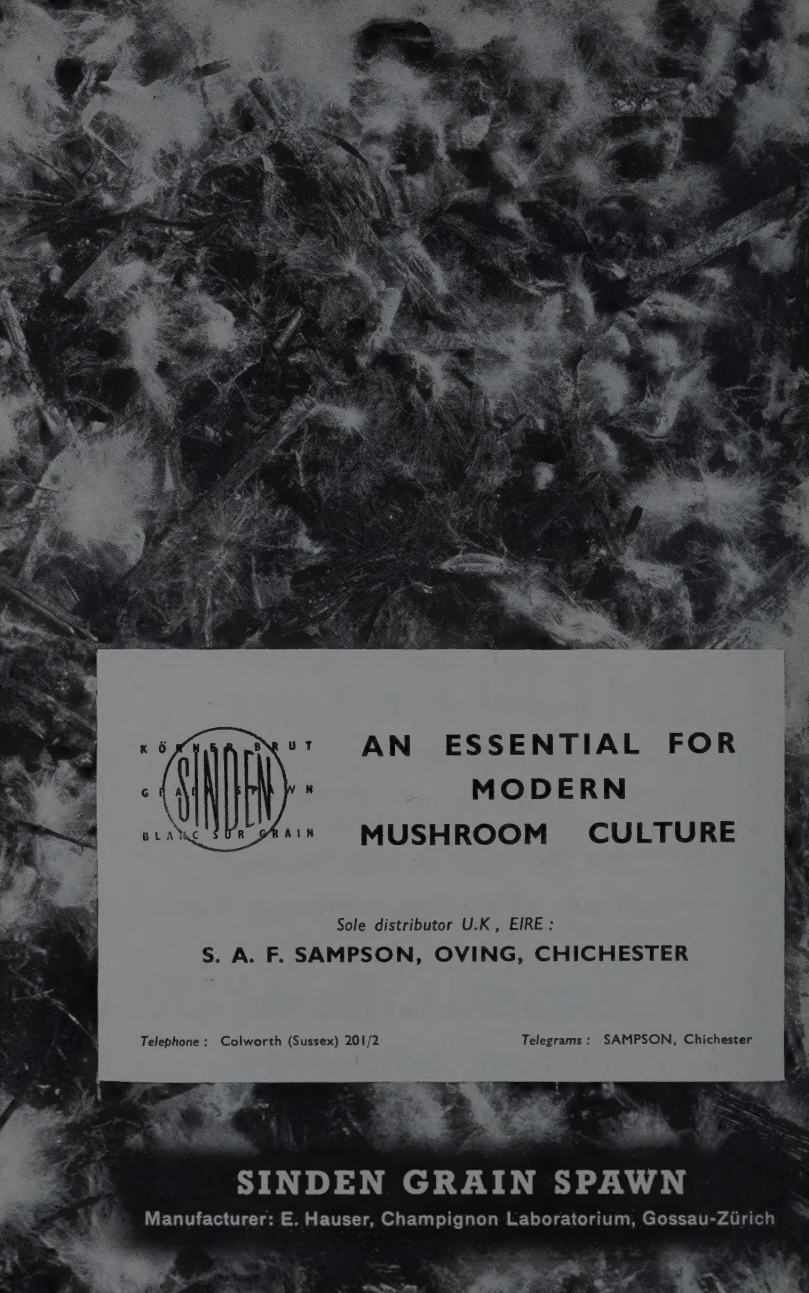
We supply many of our fellow members with Chalk graded ½ inch downwards or to suit individual requirements

20/- per Ton in bulk ex-quarry
Delivery at Economic Haulage Rates

W. MARSHALL (Hessle) LTD.

THE CLIFF, HESSLE, YORKS.

'PHONE HESSLE 40242


SINDEN
BLANC SUR GRAIN
AN ESSENTIAL FOR
MODERN
MUSHROOM CULTURE
Sole distributor U.K, EIRE :
S. A. F. SAMPSON, OVING, CHICHESTER
Telephone : Colworth (Sussex) 201/2
Telegrams : SAMPSON, Chichester
SINDEN GRAIN SPAWN
Manufacturer: E. Hauser, Champignon Laboratorium, Gossau-Zürich

The
MGA BULLETIN

JUNE · 1955
NUMBER 66

Executive Committee :
CAPT. G. P. LAWRENCE (*Chairman*)
G. W. BAKER, ESQ. (*Vice-Chairman*)
MESSRS. G. V. ALLEN
FRED. C. ATKINS
F. BLEAZARD
H. G. BOXALL

Editorial Board :
FRED. C. ATKINS
STANLEY MIDDLEBROOK
W. A. B. HARDING
DR. R. L. EDWARDS

Editor & Secretary : WINSTON ALDERTON
Telephone : Museum 7525-9

Executive Committee :
MESSRS. N. R. COOPER
F. L. FILMER
E. A. GOOK
W. A. B. HARDING
A. CAMPBELL MELVILLE
A. G. POINTING
G. V. REED
J. STEWART-WOOD
RAYMOND THOMPSON

EDITORIAL

OPPORTUNITY KNOCKS

It is becoming more and more apparent that, in the world of mushroom growers as represented by the MGA, the age of miracles is by no manner of means considered to be past.

Why? Simply because four men, serving as a Publicity Sub-Committee are seriously charged with publicising mushrooms on a contribution from growers of no more than 1d. per carton of spawn. Since one such carton is sufficient for about 40 sq. feet of bed space and the average production between tray and shelf growers is around $1\frac{3}{4}$ lb. per sq. ft., the average production from one spawn carton is around 70 lb. of mushrooms which, taking the low average figure of $3/1\frac{1}{2}$ per lb., produces £11 cash. That, in actual pennies, amounts to 2,640 from which the grower takes one, the price of half a box of ordinary safety matches, in an effort to provide himself with a suitable cushion with which to withstand increasing production and uncertain prices.

Even so quite half the grower members appear unwilling to even contribute that small amount although they, as others, well know that the eyes of almost the whole of the industry in this country are turned towards expansion and greater production.

With apologies to my famous namesake, it can be honestly said that rarely in the field of any commercial enterprise has so much been attempted for so many, by so few and with so little. Yet, even so, opportunity most certainly knocks and the hope is that this knocking will be heard by those who, so far, have not seen fit to make any contribution. In fairness to those who are contributing, let it be quite clearly understood that they are contributing at exactly the rate asked for and the majority would, no doubt, contribute heavier if requested so to do, even though they realise that, in endeavouring to increase mushroom consumption, they are, along with other branches of the industry, injecting the life blood into a scheme which will benefit contributor and non-contributor alike.

More often than not the truth is unpalatable and, again more often than not, is a sure road to unpopularity, but this publication would be guilty of a flagrant breach of trust if, at any time, it flinched

from the truth. Two thousand years ago on the shore of the sea of Galilee a certain miracle was achieved. To-day, on those same shores, an MGA member watches yet another miracle being attempted. Strange though it may seem, the miracle is, in quite large measure, being achieved.

Elsewhere in this issue Guy Reed, Chairman of the Publicity Sub-Committee, sets out what has already been done and what is being attempted. Read too what the French have also achieved in the matter of publicity.

Read, pause and reflect. Mushrooms are a luxury crop and, as such, the bottom could fall out of the market at any time. Surely the effort now being made to improve demand is of over-riding importance. True, a plank to a drowning man is not an ideal method of support and rescue—a boat would be far better—but the plank, as represented by these publicity contributions, is most certainly better than nothing at all.

Opportunity does knock, you know! W.R.A.

DID YOU KNOW?

Last year over 500 species of mushroom were exhibited at Paris.

A mushroom found in a field near Challus, central France, measured four feet in circumference—weighed almost 8 lb.

One the size of a dinner plate raised a concrete slab weighing more than 1 cwt. as it grew in a garden in Bury St. Edmunds.

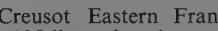
Another pushed up a 50-year old asphalt pavement at Trinity Grammar School, Southgate, Middlesex.

Boys are growing them at school and girls are making them into soup (the mushrooms not the boys). At Tutbury Secondary Modern School Derbyshire, they grew 70 lb. last year.

A mushroom four feet round was found in Brightstone, Isle of Wight, 1949.

Workmen at Le Creusot Eastern France, gathered two—one weighing 57 lb. and one 105 lb. and each over a yard wide.

At Llandilo, Wales, three Polish ex-officers have changed a 60-roomed mansion into a mushroom factory . . . gross income (annual)= £5,000.



MUSHROOMS ON TELEVISION

Mushrooms were again featured on television last month in the "About the Home" series, when Frances Perry, a favourite personality with lady viewers, dealt with them in her shopping guide information. Comment by a wholesale market salesmen a day or two after the broadcast: "There is no doubt at all that the market was much firmer after the television show."

AM I WRITING OUT OF TURN?

By **M. D. AUSTIN**

The not inconsiderable current development of publicity and that foreshadowed, in connexion with cultivated mushrooms, of necessity must inevitably be aimed at interesting the ultimate consumers. What is perhaps even more important, the " woman with the shopping bag (or carrier)!" must, in the final analysis, be convincingly persuaded to buy. This is an inescapable fact. Publicity indeed will fall short of its aims if it is not successful in achieving this end, and lamentably short if it fails to stimulate a lasting interest in potential customers. This stimulation is a logical aspiration if the demand and market for mushrooms is to be greatly extended. That this extension is required as a " transfusion " to the industry is nowhere greatly or seriously contested. Therefore the following comments might at least be considered pertinent. Or am I writing out of turn?

In a relatively recent communication, C. W. Nicholl (MGA Bull. No. 60, December, 1954, p. 410) crystalises (but does not emphasise) a point which may well be in danger of being generally overlooked. The point he makes is of *considerable importance* and deserves re-examination. In this particular " letter," perhaps not published as in its total original form, it is stated that " The way to stimulate the demand for cultivated mushrooms is to make them comparable in flavour and tenderness with field mushrooms. *There is a rush by housewives to buy the latter when available*—and how right they are? M-m-m, Mushrooms!"—the *italics* are mine.

Quite apart from the consideration of " flavour," with which I shall later deal, this " rush " by the housewife is of transcending importance. Now, it is quite true, and equally quite well-known, that in the appropriate season field mushrooms appear in quantity on the market and in the retail trade. Although the quality varies considerably, generally the mushrooms offered for sale have indeed a " selling point " sufficient to distract attention from the cultivated mushrooms. Frequently the " presentation " equals that of the cultivated mushrooms, although very often this is deplorable? Whilst it is true that the price factor is one of the points involved, for my *present* thesis it must be completely disregarded. The important aspect to bear in mind is that *each year*, and indeed for a *considerable period* each year, many people presumably buy, eat and enjoy these field mushrooms. Now this is the crux of the matter: when the supply of field mushrooms wanes and finally disappears, what then? Is this annual re-awakening of a " partiality " for mushrooms, in what surely must be a considerable number of people up and down the country, always to be allowed to lie dormant throughout each successive Winter, Spring and Summer? Surely a well planned and executed " drive," to keep the mushroom on the " shopping list," for these relatively transient customers, merits some earnest consideration? Or must these potential customers, like " ships in the night " pass by unremarked? Surely growers of cultivated mushrooms cannot reasonably afford to neglect this potential " market," to shrug their shoulders and

thus to further the illusion that the annual spate of field mushrooms is competitive only! In this particular instance the " taste " for mushrooms *is there;* change it into an insatiable desire for mushrooms *all the year round!* Remove that unfortunate " aurora " of " luxury " associated for far too long with the cultivated mushrooms. Seek to consolidate the position thus so easily " won " for the industry each Autumn by stimulating interest in your produce despite the apparent lack of *sustained* interest after that time! If you cannot turn the tide which seasonably seems to be against you, swim with it awhile and maybe you'll " swim it out " and bring some permanent all the year round customers with you!

That elusive and yet intrinsic attribute " conjured up " by the term "flavour," in connexion with mushrooms, is indeed difficult to define. It may well be that it is capable of producing different taste reactions in many of us. To me it is ever associated with those wholesome and palatable mushroom " dishes " prepared from very early morning gatherings of " buttons " from the fields in the Autumn. Thus gathered many years ago, often in misty conditions, sometimes with the promise of an early frost in the air, these *Agarics* perhaps tasted even better when sampled in the field itself! Quite frankly I have never quite recaptured this " flavour " in any cultivated mushrooms, although some have well nigh approached it. It may be that the search for these " buttons " lends a glamour, and an " edge " to the appetite, not to be found in buying or even harvesting the cultivated species? The larger mushroom species, so often to be found in orchards, had then, and still have to-day, a quite different and more " salty " flavour.

Although the flavour of the cultivated mushrooms is quite characteristic and often delicious, it sometimes falls short of that of the field mushrooms. Those who have really enjoyed the field mushroom " flavour " may need a good deal of persuasion to even sample the cultivated ones! Research in this difficult aspect is surely required.

The appeal of *popular names* for distinct characteristics; or " local associations," might be worth considering. For instance, fruit varieties usually have names which are attractive in themselves, Bon Chretien, Fertility, Doyenne du Comice, Superb, Careless, Madame Lefebvre, D'Arcy Spice, Semper Fidelis and Fillbasket, to name but a few. The value of a " name " or a " named brand " is universally known to be a repetitive selling point. Thus the " strains " selected and propagated by spawn producers might well be given names capable of a more or less irresistible appeal : " Winsome White," " Delicious Brown," " Peerless Pearl," " Cream Crescendo "; with or without the grower's name prefixed.

Finally, these following points I note when I am, reluctantly, " shopping "! Cultivated mushrooms generally *appear* to be in such short supply in retailers' displays that they thereby have a luxury " look " about them. The price is frequently not displayed. They are just as frequently surrounded by other produce which is packed attractively and in such a way as to invite purchasing. In this " company " mushrooms do not " shout to be bought "; on the contrary they appear to

be unassuming and "retiring" and are often quite "lost." Further, despite their intrinsic worth, a "jumbled" appearance in a chip, particularly when this is partially cleared, can hardly catch the customer who wants to buy "something." These are the customers mushroom growers must also interest. This incontinental "jumbling" has other equally unfortunate results: unsightly breaking of the pileus edge, with maybe stalks here and there uppermost, "downgrade" even the best samples. Relative uniformity of the original pack is thus changed to a frayed-edged miscellany. If many more mushrooms were displayed together and these retained much of the pristine appearance, which was their's at gathering, their "appeal" would be the greater. The "force" of a greater bulk sale display would be impressive and an advertisement in itself. A "human angle" to consider is that probably far too often a potential consumer is discouraged from buying because of the *absence* of a price tag. There are still a good many who, on enquiring the price still buy despite it!—it doesn't logically follow that they may buy again! A display of prices on all cultivated mushrooms might well be worthwhile in the "long run"?

PARIS IN 1956

The Third International Conference on Mushroom Science will be held in Paris in 1956. The probable date is early June. It is expected that the papers will absorb five days and the visits to growers and places of interest three days.

As Chairman of the Permanent Organising Committee I held a meeting in Paris on 23rd April, with Professor A. Willam, Scientific President of the 1953 Conference; Monsieur G. de Man, Organising President, 1953; Monsieur André Sarazin, Scientific President-elect of the 1956 Conference; and Monsieur P. Dekeirel, Secretary of the French Federation. Dr. R. L. Edwards, having developed into a grower, was too busy to attend in his capacity as Hon. Secretary, ICMS.

Subsequently, I met Monsieur Gillard, President of the French Federation; Monsieur Sarazin; Monsieur Bernard Zinetti, Social President-elect of the 1956 Conference; and members of the French Executive, at their headquarters in the Rue du Louvre. The arrangements were discussed at length, and a full report will be published as soon as the actual venue has been fixed.

In the interval, make a note in your diaries: **June, 1956, Paris.** I can assure you it will be worth your while to be there.

F. C. ATKINS.

CAN YOU HELP?

I have been asked by two MGA overseas members whether I know of an English family who would have two French boys (12 and 14 years old) for a month in the summer, or one Swedish boy (aged 15) in September. In both cases the parents do not mind whether their boys came as paying guests or on an exchange-with-our-boys basis. The object, of course, is to polish up their English. If anyone can help, would they please write to me at once? FRED. ATKINS.

I have been asked . . . . . .

ABOUT STEAM AND HOT WATER BOILERS

By **Dr. R. L. EDWARDS**

There is considerable interest in the relative merits of steam and hot water heating systems, and of oil and coke as fuels, and one questioner has asked about the use of hot water boilers to provide steam as well as hot water.

The simplest method of heating mushroom houses is by a sectional or tubular hot water boiler with gravity circulation, usually through four inch pipes. This requires a rising take-off pipe from the boiler, and a fall from there through the heating pipes to the return pipe into the boiler, sufficient to make the water circulate. This usually means putting the boiler in a pit below ground level or else putting at least some of the pipes several feet above floor level in the houses; the former is a nuisance and the latter does not make for even heating. Both greater convenience and efficiency can be obtained from the same type of boiler by installing a circulating pump which circulates the water much faster than is possible by the gravity system, and thus provides the same heating effect in the houses with a lower boiler temperature and greater thermal efficiency. With this forced circulation smaller diameter pipes are commonly used, down to one inch which have given good results in Holland, and the effective heating surface may also be increased by using gilled pipes.

Modern hot water boilers are usually fitted with a thermostatically controlled damper which is automatically opened as the water temperature falls and closed when it rises. This does not of itself give such complete control as can be obtained, for example, with an automatic forced draught installation, but if intelligently used it gives quite stable heating.

Boilers of this kind will boil if the water is not taken away, cooled, and returned, as fast as it is heated. For steam production they can be fitted with a steam dome over the boiler, whose function is to separate the steam from water and spray, and of course the water circulating system is turned off. It is not to be expected that they will be as efficient as a specially designed steam boiler, and they can only be used at low pressure.

Some comments on the heating properties of steam may be of interest, because in many ways it is very different from hot water. Most of the heat in steam is latent heat which is given up when the steam condenses to water. One pound of steam in condensing gives up heat equivalent to 1 lb. of water starting at about 1200° F. As condensation is almost instantaneous when steam comes into contact with air or any surface at a temperature below 212° F., and steam goes on condensing until the temperature is raised to that point, the heating effect of live steam is local and violent. Most people have experienced this by feeling the steam from a boiling kettle. The characteristic tendency of live steam is to heat the place it reaches first to boiling point, before any steam passes on further into a porous material.

YOU can be Sure of

Mount

Mushroom Spawn

GROWN BY E. LEE & CO., SUSSEX, 9/10ths LB. IN 11 DAYS, APRIL, 1955

TELEPHONES: POTTER STREET 65 & 222

Distributors: **J. E. R. SIMONS LTD., HARLOW, Essex**

TELEGRAMS: SIMONS, HARLOW

When circulating in pipes the same thing happens. Steam condenses on the inner surface of the pipe as fast as the heat given up is conducted away through the metal of the pipe, and from the outer surface of the pipe to the surrounding air. In this case, however, the steam is usually being forced through the pipe too fast for condensation to be complete at any one point, but the surface temperature of steam pipes is usually higher than that of hot water pipes. There is more tendency to local drying, due to greater radiation of heat from steam pipes to nearby surfaces. Hence the charge of dryness against steam pipes (and incidentally electric heating tubes which also have a high surface temperature). They do not dry the *air* any more than hot water pipes giving the same amount of heat, but they have a local drying effect due to greater radiation.

This violent local heating effect of steam is important in its application to peak-heating mushroom houses.

Mushroom compost is so compact in the beds that little steam will penetrate until the surface has been heated to near boiling point; thus if steam is blown in very vigorously while the house is still cold the result is very heavy condensation on the surface of the beds and, of course, on the shelf structure and the walls, etc., of the house. It is better to start slowly and let the compost begin to heat up before blowing in a lot of steam. All that is really necessary is to maintain the surroundings at the same temperature as the bed, and to keep the air saturated with water vapour. Then all the heat produced in the bed by fermentation is used to raise the compost temperature, and with most good composts a satisfactory peak heat will be reached. An important exception to this is that some kinds of short compost seem very slow to heat and may not produce enough heat themselves, even if all heat loss is prevented. In these cases more vigorous heating from other sources is necessary to obtain satisfactory control of pests and diseases.

I am quite convinced that steam properly used is extremely useful on a mushroom farm. Unfortunately it demands appreciable capital outlay whether it is used in place of hot water for all heating or only as a special supplement for peak-heating.

WINDING UP OF THE MUSHROOM RESEARCH ASSOCIATION LTD.

At a special meeting of the Directors of the Mushroom Research Association Ltd., held in London, on 17th May, and presided over by Capt. G. P. Lawrence, the following resolution was unanimously approved: "That the Company be wound up voluntarily; and that Mr. Joseph Stephenson, F.S.A.A., F.C.I.S., of Queen Street, Peterborough, be and is hereby appointed, Liquidator for the purpose of such winding up."

The resolution was moved by Mr. A. G. Pointing and seconded by Dr. H. H. Glasscock of the Ministry of Agriculture.

The meeting unanimously agreed that letters of appreciation should be sent to Mr. Fred. C. Atkins and Sir Oliver Leese for their work for the MRA and also voiced approval of the work of Dr. R. L. Edwards, Ph.D., F.R.I.C., Director of Research, and of his staff formerly at Yaxley.

Mushroom research will now be carried on by the Ministry of Agriculture and will be carried out at the Ministry's new research station at Littlehampton, in due course.

Fred. C. Atkins recalls the .....

FRENCH AGM AND BANQUET

With about 130 growers, wives and friends, I was privileged to attend the Annual Meeting of the French Federation of Mushroom Cultivators at the Vox Cinema at Tours, in the beautiful Valley of the Loire, on Sunday, 24th April.

Monsieur Gillard, the new President, was supported by his predecessor, M. Pierre Guiochon, who had held office for six consecutive years; M. Renard, Vice-President; M. Constant, director of agricultural services in the Department of Indre and Loire; M. du Roselle, Treasurer; and M. P. Dekeirel, Secretary.

M. Guiochon, presenting the general report, explained that it was customary to hold their annual meeting in Paris and their autumn assembly in the provinces, but this year the reverse was decided upon, in order that members could come to Paris later in the year when the Montesson Research Centre had got into its stride. A date had been arranged to coincide with the Motor Show—which appeared to me to be a gesture of true optimism, for he went on to speak about price returns.

Two significant steps had been taken to arrest the fall in prices. They had launched a publicity scheme and, thanks to certain growers who had lent the necessary money, they had been able to purchase the Montesson caves where they could get down to some serious research.

M. du Roselle presented the financial statements. They could balance their budget if all members would contribute a guinea p.a. *par lampe* (for each workman in their employ).

M. Bernard Zinetti presented the report of the Publicity Committee, of which he is President, and M. Meneteau gave details. The campaign was already bearing fruit and prices since January had been higher than those last year. In the meantime they were looking out for new markets, especially export markets. In general, however, they were concentrating on publicising the virtues of mushrooms and ways to serve them.

M. André Sarazin *fils*, President of the Scientific Committee, presented the research report in the absence of M. Trocmé, Director of the station at St. Cyr. Experiments with the MRA formula had been encouraging, particularly when the compost had undergone a peak heat. Work continued on the boosting of horse manure and on the effects of reduction and prolongation of the pasteurizing period. With the composts under test no advantage had resulted from pasteurizing longer than six hours.

I was fascinated by his reference to the stalks of colza, which I understand is " field cabbage, rape or coleseed." These stalks can be obtained for little more than the cost of transport, and appear to add nutritious bulk to horse-manure. But these tests are in an early stage, and cropping had not finished when this report was presented.

Work with the composting drum continues, but a number of experiments will have to be repeated in the better conditions prevailing at Montesson. *They hope to move in during May.*

M. Allard, mycologist at the Centre Agronomique, reported on his investigation into the yellow mould they know as Confetti. He told me afterwards that he was looking forward to comparing notes with Miss Gandy, whose work on a number of yellow moulds is illustrated in the *MRA Report for 1954*, just published.

All the reports were adopted, and no one voted against the proposed " lamp levy."

The Annual Banquet was then held at the Restaurant Le Nègre, at Tours. Monsieur Gillard again presided, and the large company was welcomed by Monsieur A. Nail, President of the Centre-West Syndicate, who had organised the " occasion " and presented many of the wines. For some reason which was not made clear, I was the guest of honour and sat on M. Gillard's right hand. On his left was M. Constant, of the Ministry, and the others on the top table were MM. Sarazin and Guiochon.

Members of the MGA have been known to complain of the quality of the Mushroom Lunches we have each year, costing as a rule nearly a pound. For 30/-, including wines (though some were gifts from M. Nail and his colleagues), we had at Tours the following nine courses:

Champignons vinaigrette; dodine de canetonau porto; brochet grille au beurre d'échalottes; jambon en croûte au porto; poulet de grain rôti à la broche avec légumes de saison; salade; fromages; bombe glacée panachée; petits fours et pâtisserie. Not to mention the interesting local wines, red and white, in carafes, the dry Vouvray and the Bourgueil, or the Armagnac and Cognac with our coffee!

Four hours later, to my consternation, a few of us were invited along to the residence of M. Hoorman, an important sundriesman in the Touraine, where we gathered round his table for champagne. But this was not on the official programme, any more than the subsequent little dinner party given by M. de Man, which resolved itself into an oyster tasting. For the first time in my life I ate *oursins*, which I learnt later were sea urchins and not easily digested.

Be sure oursins . . . . . .

CORRESPONDENCE

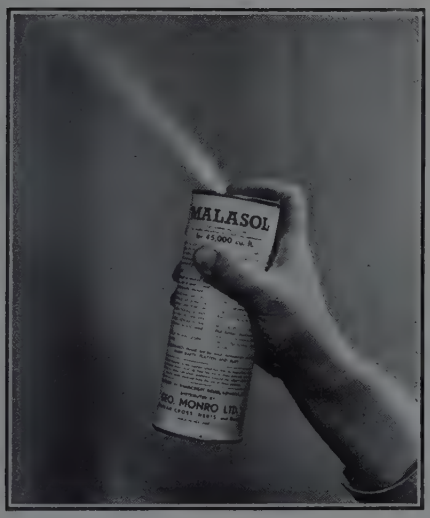
DOES PUBLICITY PAY?

By the end of the Summer, 1954, the French Mushroom Publicity Committee had collected enough money to get their campaign started. The official price return for the month of February, 1955, in the Paris markets, showed an increase in the price of mushrooms of over 12% on February, 1954.

Ah! the sceptics will say it was colder and there were fewer mushrooms. But No! the return for the same period showed that sendings were nearly 10% up.

Interesting isn't it! RAYMOND THOMPSON.

N.B.—The above figures were extracted from the March Bulletin of the French Mushroom Growers' Association.



SAVE

Labour

INCREASE

EFFICIENCY

with DIRECTED dispersion

REDUCE *FUMIGATING COSTS to 6d. per 1,000 cu. ft.*

with SELF-CONTAINED LOW PRESSURE AEROSOL GENERATORS

MALASOL	LINDASOL	DEDESOL
(*malathion*)	(*lindane*)	(*DDT*)
22/6	**22/6**	**17/-**

REDUCED PRICES FOR QUANTITIES

ALL PROVIDING 45,000 CU. FT. CONTINUOUS OR START-STOP CAPACITY

Monro
OF COVENT GARDEN

GEO. MONRO LTD

HERTFORD ROAD · WALTHAM CROSS

AND AT AYLESFORD, GREAT TOTHAM, PENZANCE, GUERNSEY, SPALDING, WORTHING, CHELTENHAM, SWANWICK

* **SEE SEPARATE ANNOUNCEMENT ON PAGE 645**

ABOUT **OUR** PUBLICITY

An "OPEN LETTER" *from*
THE CHAIRMAN OF THE PUBLICITY SUB-COMMITTEE
to a CORRESPONDENT

A CORRESPONDENT writes:

I have been a supporter of the publicity fund, through the spawn scheme, since its inception. My total contribution to the fund now amounts to quite a considerable figure and so far I have seen no tangible results. I appreciate that your committee are devoting much of their time, but that is another matter. What we contributors are interested in is seeing results for our money.

Recently I have had printed a quantity of slips for inserting in chip baskets stating that cultivated mushrooms do not have to be peeled. Why doesn't the Publicity Committee do this for me? I feel sure other contributors must feel as I do, that constant publicity is vital to the future well being of the mushroom industry, but is it not time for something concrete to materialize?

CHAIRMAN'S " OPEN LETTER " in reply

I must thank you, on behalf of the members of my Sub-Committee, for several things: for your loyal support of the scheme; for your interest and entirely understandable desire to see something for your money, and for the opportunity you have afforded me to reply not alone to you, but to all those who should feel as you do. (For this latter reason I am making my reply an " open letter.") Forgive me if I attempt to avoid misunderstanding by first defining Publicity. It is divided into a number of categories, a few of which are:

(*a*) **Ordinary advertising space** paid for and used by the advertiser to put over his message frankly and openly. This type of publicity on a national scale is enormously expensive and unfortunately beyond our reach at this stage.

(*b*) **Display Publicity** sometimes paid for (as in exhibitions and shows) and sometimes obtained free of an actual charge.

(*c*) **Editorial publicity** seldom, if ever, paid for, but rather achieved through hard work and ingenuity and contacts, all of which may involve some expenditure, quite naturally, not all of which is traceably fruitful.

(*d*) **Printed matter,** posters, recipes, etc., of a general type that can be used by a large amount of members thus saving on production costs and time, etc., in preparing.

(*e*) **Radio, stage, film and television,** never paid for but usually of extreme value.

(*f*) **Correcting** wrong statements and misunderstandings, wherever published.

So far the Publicity Sub-Committee has devoted its efforts to (*b*), (*c*), (*d*), (*e*) and (*f*) above.

THE PROOF OF THE SPAWN—
IS IN THE CROPPING!

Messrs. R. H. & R. S. Fryer, and below, a view of their farm at Chesham.

NASHLEIGH MUSHROOM FARM Ltd.

Market Gardeners

LYCROME ROAD
CHESHAM
BUCKS

Directors
R. S. Fryer
R. H. Fryer
R. S. Fryer

Telephone Chesham 210

6th November 1954

Messrs W. Darlington & Sons Ltd.,
Southcourt Road,
Worthing.

Dear Sirs,

You have an order for 5½ quarts of Moist White Spawn for delivery on 15th November. Will you please alter this and despatch immediately on the arrival of this letter.

You may be interested to learn that in a current crop on shelves we have just produced 2 lbs per sq. ft. in 3 weeks 4 days. The third flush is still producing and it seems likely that by the end of this flush the crop will have achieved 2½ lbs. in a day or ten over four weeks

Yours faithfully,

R. H. Fryer

DARLINGTON'S REGD.
100% PRODUCTIVE
MUSHROOM SPAWN

W. DARLINGTON & SONS LTD

ESTABLISHED 1860

WORTHING • • • SUSSEX

You will appreciate that it is not practical from a standpoint of cost or time, to notify members each time we seek out some writer in the daily press in magazines, books (cookery and otherwise), public speakers on culinary or other matters, television and radio personalities, medical and diet authorities and convince them of the delights of actually eating fresh cultivated mushrooms, or merely draw the attention of such people (who influence the public mind and taste) to certain aspects regarding mushrooms, that they did not know before. Nor would it be tactful or even wise in many cases, to let it be known that the public utterances of some of these public figures had been inspired by us.

We can say, however, without the slightest shadow of doubt, that the cash value of the publicity, we *know* we have obtained already, is *not only far in excess of the total amount subscribed to the fund by members and the trade, but more than it is likely to total for many years to come*. We arrive at this conclusion by taking only certain successes we have had upon which some monetary value can reasonably be placed. Even then, we cannot include in our calculations the successes we may have had which we do not happen to be able to trace. For example, one of the most popular of all radio programmes dwelt long on our product recently, and it was only by accident that we heard that the idea and details emanated from information we had given elsewhere for a different purpose.

Most of this has been telling you of results for your money that, alas, you cannot see! It is a pity, but those results are none the less valuable because of that. A further consolation may be that we have not spent all your money yet anyway. We now have in course of preparation certain posters, literature, show cards and other material which will be distributed to members, with the hope that they will make good use of them in seeing that they are displayed in shops and other public places.

The National Electricity Board have agreed to distribute 2,000 sets of recipes and other information to their people all over the British Isles including 500 of their cooking demonstrators. The National Gas Board is doing likewise to 475 of their demonstrators. We are now negotiating with County Councils and Women's Institutes with a view to getting the same facilities from them.

We are, in fact, about to distribute to growers the very item you mention in your letter—"Don't peel" slips to put in chip baskets, etc., and we hope that next time you have an idea like this you will pass it on to us in case we can help, firstly because you may be duplicating something we are working on and secondly because if we are not, maybe it's something we should be working on. We want ideas—the more the better, even if we find we are unable to accept them all they may stimulate our imagination and act as a spur to our efforts.

MRA REPORT (FINAL) 1954

The final report of the Mushroom Research Association, " MRA Report, 1954 " has just been published and is available from the MGA Secretary at 5/3d. including postage. It will be reviewed next month by Dr. H. H. Glasscock, Advisory Plant Pathologist to the NAAS, at Wye.

EXECUTIVE COMMITTEE

A meeting of the MGA Executive Committee took place at The Bedford Corner Hotel, London, on Tuesday, 17th May.

Capt. G. P. Lawrence (Chairman), presided, supported by the Vice-Chairman (Mr. G. W. Baker), and those present were:—Messrs. G. V. Allen, F. Bleazard, H. G. Boxall, N. R. Cooper, F. L. Filmer, E. A. Gook, W. A. B. Harding, A. G. Pointing, G. V. Reed, J. Stewart-Wood and Raymond Thompson. Apologies for absence were read from Mr. Fred. C. Atkins and Mr. Campbell Melville.

As Chairman of the Exhibition Sub-Committee, Mr. Baker reported on the progress made with the organisation of the Annual Exhibition at Brighton early in October, and he stated that over 80 per cent. of the available standard stand space had already been taken. Hotel accommodation at Brighton had proved extremely difficult but a block booking at a hotel had been taken and any MGA members wishing for this accommodation were advised to contact the Secretary without delay.

Mr. G. V. Reed reported on publicity and the Executive Committee approved the immediate expenditure of up to £300 on posters, " No need to peel " slips, Press hand outs, etc. The posters would have to be specially designed and they and all other material were to be sent to all Grower Members.

A letter was read from Mr. Atkins regarding the 1956 International Conference in June in Paris. A new scheme to enable established commercial mushroom growers to obtain finance loans was discussed and approved in principle. The Secretary was instructed to again press the NFU to include mushrooms in the Quarterly Agricultural Returns and to also enquire from the Union regarding suitable notices to be displayed on all farms on the question of employees' sick pay and terms of employment. Enquiries were still being made with regard to complete farm insurance.

PUBLICITY COMMITTEE

A meeting of the Publicity Sub-Committee took place in the MGA Office, 45 Bedford Square, on Friday, 13th May, Mr. G. V. Reed, Chairman of the Committee, presiding. Those present were:—Capt. G. P. Lawrence, Mr. G. W. Baker and Mr. Raymond Thompson.

Mr. Reed stated that the money so far raised would not permit of advertising on a national scale in newspapers, but he felt quite sure that worthwhile publicity could be obtained with posters, leaflets, " No need to peel " slips, etc. In addition he had seen representatives of the Gas and Electricity Boards who had agree to co-operate. Capt. Lawrence reported on the successful efforts made by Mrs. Lawrence with regard to cookery demonstrations organised by the County Council and said this avenue had great possibilities. After a long discussion it was agreed to ask the Executive Committee to authorise the immediate expenditure of up to £300 on posters, Press hand outs, etc. The design of the posters was eventually approved. In view of the success of the French Publicity Campaign it was agreed that Mr. Reed should contact the President of the French Publicity Committee. Mr. Thompson said that it was quite evident, from the French Bulletin, that they had met problems identical with our own and had successfully overcome them.

*NEW BOOK: THE 1954 "THIRTY FOUR"

STANLEY MIDDLEBROOK INVITES YOU TO SPEND 5/-

In my review of the 1950 M. of A. Bulletin 34 (Mushroom Growing) I complained about the long delay between the decision to revise the old edition and the publication of the new. The 3-year time lag necessarily rendered " new " information out of date, and in those days new ideas were flowing fairly quickly.

The same criticism must be levelled against the present revision. It appears mid-1955, but work started on it in 1951. I must admit, however, that this edition is more up to date now than was the previous one on publication. But not much more. To what extent the awareness of progress in this edition is the result of the inclusion of Dr. R. L. Edwards' " special help and advice " I can't say, but to have progress recognized at last is a novelty.

One regrets that R.L.E. doesn't appear to have had a free hand throughout, because much of the prehistoric lore is still faithfully retained as though in loving memory of a past glory. Otherwise one would expect more than a four line reference to peat as a casing in a solid four-and-a-half page rehash on soil, and one would look for something about mechanisation of processes and the accepted practice of short-time composting in its various forms.

The insect and disease section appears to be almost a repeat, though there is a useful note on some of the newer insecticides with emphasis laid on the precautions to be taken in their use.

Of the five Appendices those on MRA synthetic compost, the Tray System, and a useful revision of the value of Spent Compost are the most important. (The MRA activators *now* are No. 1 at start of composting and No. 2 at the end of composting, instead of No. 1, No 2 and " C " as indicated in the text.)

The Tray appendix suffers from the common time-lag malady. It is " not to be recommended to beginners," so one assumes the notes are addressed to established commercial growers, but any enthusiast of the System would scorn 5 crops a year when 6 and over are possible, and seven weeks cropping when five should be sufficient. Personally I could list more and better "Advantages " than the five given and definitely far more than four " Disadvantages."

This latest " 34 " may prove to be still a M. of A. best seller, even at 5/-, but surely not to experienced growers for whom the original was a trusted and well-used book. They will find nothing helpful, as their individual methods have long outstripped those described. For whom, then, was it written?

Was it for the beginner, the cellar-or-garden type, who is asked to compost not less than 4 tons, use a watering can, and *tread* his beds firm? Was it for the nit-wit who might believe that 4″ × 1″ bed supports are strong enough for long enough to carry 8″ of compost and casing?

Or was it perhaps for the eccentric hobbyist who " should possess a hand operated whirling hygrometer or a more expensive apparatus " and who might care to jeopardise his whole future by experimenting with Hoof and Horn as a material for compost boosting?

Perhaps the best part of the book is the Bibliography—more comprehensive than before—but even this is weak compared with the MGA library. The general layout is an improvement, with better section headings and some additional photographs. I'm sure, however, that all modern growers will deplore the inclusion of Plate VI which clearly supports my contention that the Revising Board is out of date and living in the past. It's odd to think that the upper half of the plate is Noble Mushrooms Ltd., and the lower half Stanley Middlebrook (" Modern Mushroom Culture ") Ltd. Odder still to think that the lower picture could have been taken as recently as three days ago! How then can I, of all people, criticise? You may well ask. I hope you do; I have my answers ready, and I'll give you one now. If you think I'm wrong, spend five bob and see.

*The Ministry of Agriculture Bulletin 34 " Mushroom Growing " is obtainable only from Her Majesty's Stationery Office, P.O. Box No. 569, London, S.E.1, and costs 5s. 3d. including postage.—EDITOR.

---

the world's finest mushroom basket

Designed after consultations with growers, wholesalers and retailers, the Dring Mushroom basket embodies lightness, ease of stacking, rigidity and, above all, the wax impregnated board from which they are made *absolutely eliminates the possibility of the mushrooms being spoiled through the basket absorbing moisture.*

DON'T DELAY ORDER NOW!

DRING

at the lowest cost of any basket in use today

Dringport Works, The Airport, Portsmouth, Hants.

THE FRED. ATKINS ALPHABET—S

(concluded)

Spent Compost. An ill-chosen description of compost which, having given a crop of mushrooms, is an excellent general-purpose fertilizer.

Spicaria sp. The light grey mould suggested by Sinden & Hauser to be the primary agent in causing Vern Astley Disease, which is characterised by a distortion of the mushroom, a reduction in crop, and " severe respiratory troubles in the workmen emptying the houses." Not reported in Britain yet.

Sporendonema sp. A tentative name given to the mould which growers know as Red Geotrichum.

Spore. "A general name for a reproductive structure in cryptogams " (fungi, mosses, ferns, etc.), say Ainsworth and Bisby.

Spore Print. The pattern produced by placing a mushroom cap, gills downward, on a sheet of paper.

Springtail. There are several species of this little fellow, who is the acrobat of the mushroom pest world; he loves to leap into the air when the sun shines upon him. A nuisance, he eats mycelium, but is very susceptible to BHC.

Stack. Once upon a time we used to make long wide stacks about 3 ft. high. Since then we have been reducing the width and raising the height until a square end-section has been found to obviate the anaerobic core.

Staling Products. "Substances produced by an organism which slow up or stop its growth " (Ainsworth & Bisby). "Ammonia and potassium bicarbonate are among the substances that cause staling; the former is driven off by heat, the latter is decomposed when a staled medium is heated, cooled, and sown with spores " (Gwynn-Vaughan & Barnes).

Stalks. If you cut off the stalk to suit a particular market, you can sell the stalk itself at a quarter of the price it would have obtained had you left it on the mushroom. Who started this one-inch maximum lark, anyway? The whole mushroom is edible—as hoteliers know!

Statistical Analysis. A mathematical device designed primarily to baffle the grower and cast doubts upon the reliability of any experiment he has had the tenacity to carry to what he fondly regards as a conclusion.

Steam. Low-pressure steam in an enclosed circuit has become a popular method of heating mushroom houses since the war. The same plant can often be used to sterilize soil and to adjust the humidity of the air in the house—if " adjust " does not seem too precise a term in this context.

Sterilization. Loosely employed, sterilization is the word we use to describe the process of heating most of our casing to 212° F. There are two major dangers in the " sterilization " of soil for casing: It alters the nature of some soils, and the soil after treatment is readily reinfected.

Storing manure. Must you?

Straw. The basic material of mushroom composts. Its variability is a little studied complication, since probably we can do nothing about it anyway. A typical analysis of winter-wheat straw was given recently as 0·5% nitrogen, 0·15% phosphorus, and 0·75 per cent. potassium.

Stringy Mycelium. Something's wrong with the compost. Is it too wet?

Stroma. What growers mean by " stroma " is spawn growth on top of the casing. Some induce it intentionally; others don't like to see it too far advanced, and ventilate in good time.

Stysanus stemonitis. A dark-grey mould suggested by Gandy to be a consequence rather than cause of reduction in crop, without evidence to the contrary. Its presence is characterised by the fact that " inhalation of the spores produces distressing symptoms in the workers." Not reported in the States yet.

Sulphur. The burning of sulphur at peak heat to kill off pests is now largely superseded by the use of modern insecticides.

Sun. It is just as well mushrooms don't need it!

Superphosphate. Superphosphate of lime is 18% phosphoric acid. It is sometimes added to compost at the last turn—but don't embarrass the grower by asking him why!

Sweat Out. Why was this expression ever used to describe the pasteurization of the compost? The sweat came earlier.

Synthetics. Once again we find our terminology inexact. We don't really synthesize an MRA compost; even less do we synthesize a casing material when we merely add lime or chalk to peat. But we do know what we mean, which is a phenomenon rare enough to justify our usage of the word.

LAST MONTH'S PUBLICITY CONTRIBUTIONS

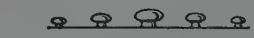
	£	s.	d.
J. E. Ady, Rowley Drive, Cranleigh, Surrey	2	2	0
*Fred. Hall & Sons Ltd., Station St., Middlesbro' (Salesmen)	1	12	6
Reuben Levy Ltd., 46 London Fruit Exchange, Spitalfields, London, E.1 (Salesmen)	3	12	5
*C. Snowden & Co. Ltd., Castlefolds Market, Sheffield (Salesmen)	2	7	2
*†S. A. F. Sampson, Esq., Oving, Chichester, Sussex (Spawn Merchant)			
Ed. H. Lewis & Sons Ltd., 25 James St., Covent Garden, W.C.2 (Salesmen)	5	5	0
*Wm. Artindale & Son, Ltd., Castlefolds Market, Sheffield (Salesmen)	5	7	6
To MGA Funds:—			
D. C. Bushell & Co. Ltd., Sandhurst, Camberley, Surrey (Manure Merchants)	10	10	0

*Contributions previously acknowledged

*†Amounts donated by spawn merchants are not disclosed

CALLING AMERICAN GROWERS!

Spanish mushroom grower with 5 years of experience with tray and cave growing, speaking French and English, is anxious to spend several months on an American farm and is willing to give his labour in return for board and lodging and to share his knowledge with any American grower. Any grower in the USA interested should contact Mr. Jacques Roca, Mandri 60, Barcelona, Spain.



PUBLICITY—KEEP IT UP

The attention of all members of the Mushroom Growers' Association—and to non-members into whose hands this publication quite obviously gets from time to time—is called to the following list of

CONTRIBUTORS TO THE PUBLICITY FUND

FrancisNicholls Ltd., Birmingham (Salesmen)
R. E. Jenkinson Ltd., Covent Garden (Salesmen)
Geo. Monro Ltd., Covent Garden (Salesmen)
T. J. Poupart Ltd., Covent Garden (Salesmen)
G. E. Leatherland Ltd., Newcastle-on-Tyne (Salesmen)
Stable Manures Ltd., Lancing and Newmarket (Manure Merchants)
The Eclipse Peat Co. Ltd., Ashcott, Som. (Peat)
H. Goodall Ltd., Wolverhampton (Salesmen)
A. Williamson (19) Ltd., Birmingham (Salesmen)
W. D. Richards Ltd., Birmingham (Salesmen)
J. H. Wilson Ltd., Leeds (Salesmen)
J. Collingridge Ltd., Covent Garden (Salesmen)
J. Wood & Sons (Leeds) Ltd., Leeds (Salesmen)
Henry Brook (Fruit Merchants) Ltd., Bradford (Salesmen)
E. Lilley (Fruit Merchants) Ltd., Halifax (Salesmen)
J. Hodgson Ltd., Wakefield (Salesmen)
Brantom, Shirley & Co. Ltd., Vicarage Wharf, Battersea, S.W.11 (Activators)
H. Dowson & Co. Ltd., St. Andrew's Street, Newcastle-on-Tyne (Salesmen)
Thomas Elliott Ltd., New Church Road, London, S.E.5 (Manure-Activators-Peat)
Fred. Hall & Sons Ltd., Station St., Middlesbro' (Salesmen)
Geo. Jackson & Co. Ltd., Smithfield Market, Birmingham 5 (Salesmen)
J. Jones & Sons, North Market, Liverpool 3 (Salesmen)
J. W. Laws, Green Market, Newcastle-on-Tyne (Salesman)
James Mager & W. R. Cornall
Geo. Monro Ltd., Hertford Road, Waltham Cross (Spawn-Sundriesmen)
S. A. F. Sampson, Oving, Chichester, Sussex (Spawn Merchant)
C. Snowden & Co. Ltd., Castlefolds Market, Sheffield (Salesmen)
Dan Wuille & Co. Ltd., Covent Garden, W.C.2 (Salesmen)
Wm. Artindale & Son Ltd., Castlefolds Market, Sheffield 1 (Salesmen)
D. C. Bushell & Co. (Eastern) Ltd., Sandhurst, Camberley, Surrey (Manure Merchants)
H. Mount & Sons Ltd., Littlebourne, Canterbury (Spawn Merchants)
British Basket & Besto Co. Ltd., Irlam, Manchester (Basket Makers)
Jackson & Ladkin Ltd., Wholesale Fruit Market, Nottingham (Salesmen)
F. Gough & Sons Ltd., Fishergate, Norwich (Basket Makers)
R. L. Blake, Esq., Sunninghill, Berks.
Col. W. G. Mason, Ashford Rd., Harrietsham, Kent.
Heather Farm Ltd. Horsell Common, Woking, Surrey (Manure Merchants)

FOR SALE – HEREFORDSHIRE

MODERN MUSHROOM FARM, all-purpose built: brick and asbestos: convenient, arranged for Tray Growing, situated on main road near Ledbury with road frontage of 210 ft.: double entrance gates set well back: whole farm served by concrete roads. Composting shed, concrete floor 54′ × 19′: two brick built pasteurizing houses, each 19′ × 14′, capable taking full growing house complement trays: pasteurizing by live steam. Four compartment soil pasteuirizng cabinet with runners for soil trays. FOUR GROWING HOUSES each 35′ × 18′, heated 4″ piping from sectional hot water boiler. Each house fitted with steel structures for trays, making filling, cropping and emptying labour-saving and most successful in practice. Boiler house with steam sectional boiler including circulator in system. Concrete floor hard fuel store and soil store. Two brick built and lined water tanks (soft water) with filter bed and pump house over (capacity 30,000 gallons). Brick built engine house with diesel engine (Lister) power and light. 200 gallon diesel oil tank: brick built packing shed, concrete block stores. All ready for taking over: boiler house and pasteurizers capable dealing with four additional growing houses. Trays 30″ × 24″ × 5″. Each house takes 300 trays, all available with spares. Ample room for expansion, approx. 2 acres. Site prepared, served concrete road: 4-5 more growing houses. FREEHOLD PRICE £4,500. Also available: Three-bedroomed house for purchase—adjacent farm. Box No. 5.

SMALL ADVERTISEMENTS—(*continued from page 640*)

The Insulation of Mushroom Houses can be economically done by the Slabs of Cheap Glass Wool available from:—W. PATTISON, 200 Siddals Road, Derby. 'Phone: Derby 45249.

MUSHROOM TRAYS: 102 mushroom growing trays for sale. These trays measure 36″ × 24″ × 6″, were specially made for mushroom growing and are in first-class order. Can be viewed if desired. N. MOORES, 24 Alma Road, Clifton, Bristol 8. 'Phone: 33927.

MUSHROOM FARM, *beautiful* SURREY *countryside*

SELL — LET — PARTNERSHIP

10,000 sq. ft. Trays. Five Nissen type houses. All other essential buildings, heat, electric light, full equipment for immediate production. Living accommodation rather primitive but would suit go-ahead grower, anxious to own farm and willing to make do in initial stages. Farm stands in nine acres of land including small paddock suitable for house building.

Owner would prefer to sell outright for £6,000 but would, if desired, retain eight acres land and sell farm and one acre, for £5,500. Part of purchase price can be left on mortgage.

In certain circumstances owner prepared to :—

(*a*) Let whole farm to experienced grower at £520 per annum.

(*b*) Take partner on profits-sharing basis with present owner prepared to provide immediate capital to get going and up to time of completing first crop.

(*c*) Engage suitable experienced man as grower-manager on agreed terms.

Write Box 6, MGA Bulletin.

(1) COMPOST + SPAWN = ?
(2) TESTED COMPOST + SPAWN = GOOD CROPS
(3) TESTING COMPOST IS SIMPLE AND REQUIRES NO SPECIAL EXPERIENCE

B.D.H.
BARIUM SULPHATE SOIL TESTING OUTFIT
price 55/-

A B.D.H. Soil Testing Outfit enables you to make reliable *p*H tests quickly and easily, even though previously inexperienced in the method.

Also, B.D.H. No. 1 Soil Testing Outfit *price* 7/6

From all Chemists and Sundriesmen

Literature is available from:— THE BRITISH DRUG HOUSES LTD. B.D.H. LABORATORY CHEMICALS GROUP POOLE DORSET

STO/LC/55¹

It is a

MUST

||

ANNUAL MUSHROOM INDUSTRY EXHIBITION

||

CORN EXCHANGE
BRIGHTON

5th & 6th Oct., 1955

MUSHROOMS MAKE HIGH PRICES IN BIRMINGHAM

YOU CANNOT DO BETTER THAN SEND THEM TO

A. WILLIAMSON (19) LTD.

SMITHFIELD MARKET and and UPPER DEAN STREET

BIRMINGHAM 5

OVER 45 YEARS EXPERIENCE

'PHONES : MIDLAND 0469 3621

"MR. BESTO"
has proudly served the vast majority of growers for over 50 years

NOW EIGHT OUT OF TEN
MUSHROOM GROWERS USE
THE BEST CHIPS BY ORDERING

BESTO

(REGD. TRADE MARK)

Write to

THE BRITISH BASKET & BESTO CO. LTD.

AT ONE OF THE FOLLOWING ADDRESSES

	'PHONE
CUXTON, Nr. ROCHESTER, KENT	Strood 78211
LEVERINGTON ROAD, WISBECH, CAMBS.	Wis 1728
L.M.S GOODS YARD, EVESHAM	Evesham 6119
INGLEBY WORKS, IRLAM, Nr. MANCHESTER	Irlam 6
CROWNPOINT ROAD, GLASGOW, S. E.	Bridgeton 2742
SWANWICK STN., Nr. SOUTHAMPTON	Locksheath 2259

Established 1895

T. J. POUPART LTD.

COVENT GARDEN, LONDON, W.C.2

Telephones : Temple Bar 9001/8 and 7383/7
and at
Spitalfields, E.1.; Brentford & Eastcheap, E.C.3

Associated Companies :

T. J. POUPART (FLOWERS) LTD.
32 TAVISTOCK STREET, COVENT GARDEN, W.C.2
(Phone : Temple Bar 7420, 7589)

T. J. POUPART (SOUTHAMPTON) LTD.
66 HIGH STREET, SOUTHAMPTON
(Phone : Southampton 23363)

T. J. POUPART (BRISTOL) LTD.
10-11 WELSH BACK, BRISTOL
(Phone : Bristol 24255)

T. J. POUPART (WESTERN) LTD.
31 CUSTOM HOUSE STREET, CARDIFF
(Phone : Cardiff 23521-2)

T. J. POUPART (NORTHERN) LTD.
9-10 QUEEN SQUARE, LIVERPOOL
(Phone : Royal 8601)

T. J. POUPART (HULL) LTD.
62-65 HUMBER STREET, HULL
(Phone : Central 15685)

MUSHROOMS ARE HANDLED BY EXPERTS AT ALL OUR ESTABLISHMENTS

Our Sales and Distribution Service covers the whole of Great Britain

ROYAL COUNTIES AND SUSSEX COUNTY

Great Show

AT HORSHAM, 22nd–25th JUNE, 1955

You are cordially invited to visit us at
STAND 245, AVENUE E
Located near the Horse Ring

Following along the lines of our exhibit at Chelsea Flower Show we shall be exhibiting mushrooms, distributing MGA publicity material and recipes and generally trying to make the public more mushroom conscious. Any contributions or suggestions from growers will be appreciated.

We are very pleased to announce that Geo. Monro Ltd. are now Wholesale Distributors of Shirley Activators. For the convenience of growers, stocks are held by them at Waltham Cross, Worthing, and other supply depots.

Shirley Activator used at the rate of 56-112 lbs. per ton is now improving tons and tons of racing stable manure throughout the British Isles.

•

BRANTOM, SHIRLEY
& CO. LTD.

VICARAGE WHARF - BATTERSEA, S.W.11

Telephone : Battersea 1013-4-5 & 6

USED BY A MAJORITY OF THE LEADING GROWERS!

DELIVERED BY ROAD OR RAIL ALL OVER ENGLAND & SCOTLAND

LOW LABOUR COSTS

"ECLIPSE"
MUSHROOM CASING PEAT
PACKED in STERILISED SACKS

MAXIMUM STRUCTURE RETENTION WHEN WET

NOT JUST PEAT, HORTICULTURAL PEAT, ETC.
BUT
SPECIFICALLY PRODUCED FOR MUSHROOM CASING
Backed by 85 years experience of producing every kind of Peat for Horticultural and Industrial Purposes

ECLIPSE PEAT CO. LTD.

ASHCOTT, NR. BRIDGWATER, SOMERSET

Telephone: MEARE HEATH 282 (2 Lines)

The Horse

the Mushroom

and

TMC

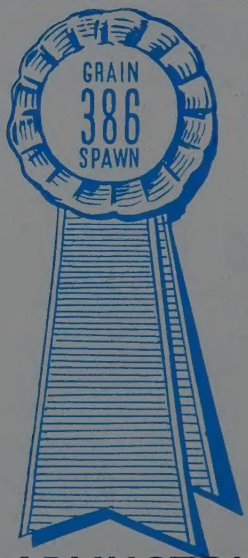
Every grower knows the absolute importance of stable manure. We know this, too, and also how supremely important it is that supplies are delivered to the client at the required time. We make it a rule to deliver only the best manure obtainable.

TIPTREE MANURE COMPANY LIMITED
BROOK RD., TIPTREE, ESSEX. TEL. 369

TUNBRIDGE WELLS EXHIBITION - 1954

Two Firsts Two Seconds Two Thirds

THE BLUE RIBBON OF GRAIN-SPAWNS



SUPREME QUALITY!

A TRUE WINNER!

R. C. DARLINGTON LTD.

"WILLOW LABORATORIES"

HASTINGWOOD · HARLOW · ESSEX

'Phone Potter Street 138

SMALL ADVERTISEMENTS—(*continued from page 641*)

MANAGER/GROWER. Married. Early Thirties. Used to responsibility and making decisions. Requires a similar position. Box No. 8.

MUSHROOM CHALK (½", 1" or 2"), the *uniform* casing material, is supplied promptly by COOPERS, Limeburners, Canterbury.

DUBLIN (EIRE). Extensive premises with living accommodation comprising Mushroom houses with 12,000 sq. ft. beds and capacity for 15,000 sq. ft. trays with all necessary equipment and ancillary buildings. Also first-class licensed Hatchery with incubator capacity for 39,000 eggs. Full particulars from GREW'S ESTATES LTD., 54 Dawson Street, Dublin.

Mushrooms are grown in the turning shed, I know! So do others. That is why you want a **DE-LA-PRE** Manure Turner: save work and make a good compost. This can only be done using a **DE-LA-PRE.** I have one for sale, as new £95. Without petrol engine or electric motor. Deliver road reasonable distance free: Cost £175 with engine. Cheap at £95. W. H. AUSTIN, Burleydam Nurseries (Whitchurch) Ltd., Whitchurch, Salop. 'Phone: Burleydam 321.

EXPERIENCED Manager-Grower required on Tray Farm. Salary and Commission. Box 7.

AGENT calling on Mushroom Growers and Horticulturists required for activators and manures. Good commission. First class products. Box 9.

PORTABLE BOILERS for Peak Heating and/or Soil Sterilizing, with equipment to suit users. REED BROTHERS (Engineering) LTD., Cuba Street, Millwall, London, E.14. Telephone: East 4081.

CHALK AND CARBONATE OF LIME. Best quality Ground Chalk and Derbyshire Limestone supplied in bags; also broken chalk and limestone. DERBYSHIRE STONE LIMITED, Matlock. Telephone: 741.

R. C. DARLINGTON'S "386" FREE ADVISORY SERVICE. All enquiries, 'Phone Littlehampton 1217.

FOR NORTHERN MUSHROOM GROWERS. Save on carriage: Finest quality imported Sphagnum Peat: 20 bushel bales. Quotations and samples on request. ELTONMOSS LTD., 8a James Street, Harrogate. 'Phone: 4554.

J. E. R. SIMONS LTD. OFFER:—

TRIGGER LANCES. To fit ½" and ¾" Hose. Complete with Oval Rose, 37/6d. plus postage.

PEAT. We can supply several types and grades. Send us your enquiry for best carriage paid prices.

SOIL STERILIZING COMPOST MERCURY THERMOMETER. Improved design, in stout brass case, registering 30/240° F. Fitted 2" Red Plastic Ball for easy location in heap. 17" 27/6d. 3 ft. 48/9d.

BARROWS, TRUCKS, ROLLER CONVEYORS.

CHIP BASKETS, PACKAGES AND ALL PAPERS. At competitive prices.

RUBBER BANDS. 1 cwt. 7/9d. lb., 56 lb. 8/-, 6 lb. and under 8/5d. lb. No. 18, 2,300 to lb., No. 32, 1,175 to lb.

PLASTIC HOSE. ½" 5½d. ft., ⅝" 8¼d. ft., ¾" 9½d. ft., 1" 1/3¾d. ft. 60 ft. lengths and multiples.

TRAYS. New in all designs from 4/- wired ends. Used fish trays from 1/11d. Quotations by road or rail. **J. E. R. SIMONS LIMITED, HARLOW, ESSEX. 'Phone: Potter Street 65. Telegrams: Simons, Harlow.**

D.V.M. (15) **POWDER. (ZINC ETHYLENE BIS-DITHIOCARBAMATE)** THE ORIGINAL MATERIAL AVAILABLE FROM STOCK. 7-lb. Bags 4/6d. per lb.; 14-lb. 4/3 per lb; 28-lb. bags 4/- lb. ; carriage and packing free.

GYPSUM direct from Gypsum Mines 1 cwt. 6/6d., 5 cwts. 6/- cwt., 10 cwts. 5/6d. cwt., 1 to 5 tons £4 a ton, 6 tons £3 15s. 0d. ton. Carriage extra by road or rail at cost.

USED COMPOST: Kraft Paper Sacks, printed with your own name and trade mark. Quotations for large or small quantities.

SMOKE BOMBS, BHC DUSTS, DDT DUSTS. All best known brands Insecticides and Fungicides available. **J. E. R. SIMONS LIMITED, HARLOW, ESSEX. 'Phone: Potter Street 65. Telegrams: Simons, Harlow.**

The CULVERWELL Manure Turner

FOR MUSHROOM GROWERS

•

PETROL or ELECTRIC

•

EXTREMELY MOBILE

•

£225
Ex Works

The small machine with the BIG turnover

Bruises and aerates–does not shred. CAN BE USED FOR ALL TURNINGS. 3 men handle 25/50 tons per day. Waters as it turns. Stacks up to 5 feet. By using the CULVERWELL MANURE TURNER throughout the whole composting process, the work is reduced to the minimum, time taken is shorter with improved results.

Will pass through a door 2' 10" x 5' 10" with the detachable wheels removed

E. O. CULVERWELL Ltd.

MALLING WORKS LEWES · SUSSEX

Telephone LEWES 637* (5 LINES)

Published by the Mushroom Growers' Association, 45 Bedford Square, London, W.C.1 and printed by W. S. Maney & Son Ltd. Russell Street, Leeds 1